

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after Notice of Allowance. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Accordingly, applicant's Information Disclosure Statement submitted on 06 July 2012 has been considered.

Allowable Subject Matter

2. Claims 1-20, 22, 24, 25, 27-30, 32-38, and 95-144 are allowed.

3. The following is an examiner's statement of reasons for allowance:

The prior art of record does not expressly teach or render obvious the invention as recited in independent claims 1, 95, 130, and 137, including the step of "simultaneously displaying on a display the information regarding the previous video-enhanced pages, a list of media contained in the current video-enhanced page, and the information regarding the next video-enhanced pages, wherein the information regarding the previous video-enhanced pages comprises information regarding how viewing the current video-enhanced page was initiated, including one of user initiated and automatic activation, and paths the users took from the previous video-enhanced pages to the current video-enhanced page, wherein the information regarding the

previous video-enhanced pages comprises percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page, and wherein the information regarding the next video-enhanced pages further comprises percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced pages" in combination with the other limitations recited in the context of independent claims 1, 95, 130, and 137.

The closest prior art Ferguson et al. (U.S. Patent No. 5,819,092) teaches the method and system for tracking and measuring user usage patterns for online services which include ordering and viewing multimedia files. However, Ferguson does not teach the limitations "simultaneously displaying on a display the information regarding the previous video-enhanced pages, a list of media contained in the current video-enhanced page, and the information regarding the next video-enhanced pages, wherein the information regarding the previous video-enhanced pages comprises percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page, and wherein the information regarding the next video-enhanced pages further comprises percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced pages" as recited in independent claims 1, 95, 130, and 137 in combination with the other limitations recited in the context of independent claims 1, 95, 130, and 137.

In addition, the prior art of record does not provide a basis of evidence for asserting a motivation that one of ordinary skill level in the art at the time the invention was made would have integrated or modified the method and system for tracking and

measuring user usage patterns for online services which include ordering and viewing multimedia files to incorporate the features of limitations "simultaneously displaying on a display the information regarding the previous video-enhanced pages, a list of media contained in the current video-enhanced page, and the information regarding the next video-enhanced pages, wherein the information regarding the previous video-enhanced pages comprises percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page, and wherein the information regarding the next video-enhanced pages further comprises percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced pages" in combination with the other limitations recited in the context of independent claims 1, 95, 130, and 137.

Conclusion

4. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ALEXANDER KHONG whose telephone number is (571)270-7127. The examiner can normally be reached on Monday-Friday, 8:30am - 5:00pm EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Rehana Perveen can be reached on (571) 272-3676. The fax phone

number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Alexander Khong/
Examiner, Art Unit 2155

/Rehana Perveen/
Supervisory Patent Examiner, Art Unit 2155